



BoC
Academy



Certificate in **Digital Marketing**

Module 1 – Strategic Marketing and Psychology in a Digital Era (SMP022)

Course purpose & Objectives

This course aims to:

- Develop students' understanding of contemporary marketing challenges and emerging digital trends
- Equip students with the knowledge and skills to design and deliver effective, industry-standard marketing projects
- Enhance strategic and creative thinking for solving modern marketing problems
- Build critical awareness of the role of marketing in relation to consumers, industry, and society
- Provide practical research and analytical skills relevant to digital marketing environments

Indicative topics:

- Traditional and contemporary marketing theories
- Emerging trends in marketing
- Psychology and behavioural aspects of marketing
- Digital marketing strategy
- Consumer psychology and profiling in the digital world
- Storytelling in the digital era
- Artificial intelligence applications in marketing
- Big data and its role in marketing strategy
- Market research in the digital age
- Social media marketing

Learning Outcomes

Upon completion of this course, students will be able to:

- Critically evaluate strategic marketing frameworks and compare traditional vs. emerging theories
- Analyse current and emerging marketing trends and their impact on society and business
- Demonstrate critical thinking on the relationship between marketing, consumers, and broader societal factors
- Assess the impact of digitalisation and new technologies on marketing and business performance
- Evaluate cyber security, data protection, and regulatory considerations in the digital environment
- Develop and communicate strategic marketing recommendations using appropriate tools and techniques

Course purpose & Objectives

This course aims to:

- Provide a comprehensive understanding of digital product and service innovation within a marketing context
- Develop skills in project management, innovation, collaboration, and research
- Enable students to analyse markets and design minimum viable products (MVPs)
- Support the development of strategic marketing proposals for launching digital products/services
- Foster creative thinking and the ability to address real-world business challenges using emerging technologies

Indicative topics:

- UX (User Experience) research
- Disruptive innovation, lean and agile processes
- Advanced technologies (AI, Machine Learning, Virtual Reality)
- Designing minimum viable products (MVPs)
- Risk analysis and mitigation strategies
- Customer experience enhancement
- Marketing proposal development for product launch
- Marketing research (primary and secondary data collection and analysis)
- Ethical and sustainable considerations in digital innovation
- Development of professional skills (project management, collaboration, research)

Learning Outcomes

Upon completion of this course, students will be able to:

- Critically evaluate advanced technologies (AI, ML, VR) and their impact on the digital ecosystem
- Assess and apply UX design principles to improve digital products and customer experience
- Apply design thinking to develop consumer-centric solutions and solve complex problems
- Develop and present strategic marketing proposals for innovative digital products or business ideas
- Demonstrate effective project management in designing and delivering a minimum viable product (MVP)
- Collaborate effectively in teams to present and pitch innovative digital concepts